



Contact: Denise Stokes dstokes@visitfrisco.com
(214) 620-1703 www.visitfrisco.com

FRISCO VIES TO BE NAMED “*FRIENDLIEST*” SMALL TOWN IN AMERICA BY RAND MCNALLY/USA TODAY

Ultra Sociable Display in the Works for Best of the Road Competition

(Frisco, Texas) June 19, 2012 ~ Handshakes, smiles and Frisco-style hospitality will be served up by businesses and residents alike when the amateur road rally team from the [Rand McNally/USA TODAY Best of the Road](#) competition arrives in Frisco this weekend.

After a slew of rave reviews online and an array of photos, Frisco will now compete against five other finalist cities, Murray, KY; Joplin, MI; Cloudcroft, NM; College Station, TX and San Luis Obispo, CA, for the [Rand McNally/USA TODAY Best Small Towns in America](#) “*Friendliest*” category. In all, 30 towns were chosen from more than 650 destinations competing for the best of five categories: friendliest, most beautiful, most fun, most patriotic and best food.

[Frisco Convention & Visitors Bureau](#) executive director, Marla Roe, says, “This is a huge opportunity for the city and a city-wide effort is underway to amaze and impress the road rally team during their 2-day visit.” Winning the Best Small Towns in America “*Friendliest*” category would put Frisco on map, literally, with a feature in USA TODAY and in the 2013 Rand McNally Atlas and other Rand McNally GPS & online products.

Frisco received notice that the team [Rogue Riders](#) will be arriving on Saturday, June 23rd. The Frisco CVB along with other partners has come up with a plan to show just what the city is made of and why they should be named the best in their category. The road rally teams will all end up in Seattle, Washington on July 15 and announce the winners Monday, July 16 at the annual (DMAI) Destination Marketing Association International conference.

When it comes to welcoming visitors, Frisco is a popular tourist attraction and no stranger to good old-fashioned *friendly* hospitality. The city welcomed more than 4 million visitors in 2008. Visitor results from the latest survey will be announced in 2013.

ABOUT THE FRISCO CVB:

Founded in 2003, the Frisco, Texas, Convention & Visitors Bureau has grown in tandem with the extensive growth of leisure travel, sports, and meeting facilities within the city. It's our mission to generate a positive awareness of Frisco as a premiere destination for meetings, sporting events, conventions, trade shows, leisure travel, and to positively impact the economic base of the City of Frisco. Official accreditation recognizing excellence and achievement was awarded in 2009 by the industry organization Destination Marketing Association International. For more information, visit our website visitfrisco.com or call 877-GO-FRISCO.

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ABOUT THE BEST OF THE ROAD COMPETITION:

Rand McNally and USA TODAY teamed up in 2011 to search for the Best Small Towns in America. Five traveling teams visited six towns in each of the 5 categories – Most Beautiful, Most Patriotic, Friendliest, Most Fun and Best Food - to determine one category winner. The 2012 campaign began on March 30th and continued through May 15th. More than 700 towns nominated themselves for one of the five categories with six towns emerging as finalists.

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